

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 08321 181418Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
-----181838Z 122855 /43

R 181007Z APR 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 1216

UNCLAS BANGKOK 8321

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI

REF: USDOC 4522

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: 0116100
 4. THAI PURE DRINK LTD.
 - 4A. CODE: K
 5. 2180 KLONGTON-HUAMARK ROAD, P.O. BOX 388
 6. BANGKOK, THAILAND
 7. ESTABL: 1959 8. EMPL: 2,273 9. SIZE: (18-X) VERY LARGE
 10. REPUTATION: (22-X) VERY GOOD
 11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL
 12. RPT.DATE: 04/77
 - 13A. 20860/0 MFR. OF SOFT DRINK
 14. CONTACT: MR. CHRIS SARASIN TITLE: PLANT MANAGER
 15. CABLE: DELICIOUS BANGKOK 16. TELEX: NA
 17. TEL. 377-6451 AND 377-7457
 18. FINANCIAL REFS: HONGKONG AND SHANGHAI BANKING CORP.,
2 BUSH LANE, BANGKOK.
 19. TRADE REFS: THE COCA-COLA EXPORT CORP., 310 NORTH AVENUE,
N.W. ATLANTA, GEORGIA 30313; GEO. J. MEYER MANUFACTURING
CO., INC., MILWAUKEE, WISCONSIN.
 20. AGENCY REP: NA
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21. THAI PURE DRINK LTD. WAS ESTABLISHED IN 1959 TO TAKE OVER
THE COCA-COLA FRANCHISE FROM THESBANGKOK BOTTLING CO.
IT WAS REGISTERED AS A CORPORATION WITH AN AUTHORIZED
CAPITAL OF US\$350,000 AND LATER INCREASED TO US\$450,000.
ONE OF THE TWO LARGEST BEVERAGE MANUFACTURING COMPANIES IN
THAILAND, SUBJECT FIRM OPERATES MODERN BOTTLING PLANTS IN
BANGKOK, LAMPANG (NORTHERN THAILAND), AND KHONKHEN

(NORTHEAST) WITH WAREHOUSES IN 14 PROVINCES, AND HAS ITS OWN SALES FORCE THAT COVERS ALL PROVINCES OF THE COUNTRY. FIRM OWNS AN OFFICE OF 5,000 SQ.METERS, A FACTORY OF 8,400 SQ.METERS, A GARAGE AND A SUGAR STORAGE FACILITY OF 1,830 SQ.METERS, ALL LOCATED IN THE SUBURBS OF BANGKOK. SUBJECT FIRM HAS A BOTTLING CAPACITY OF ABOUT 2 MILLION CASES PER MONTH BUT IT IS NOW OPERATING AT 83 PERCENT OF ITS PRODUCTION CAPACITY. IT EMPLOYS 2,273 PEOPLE INCLUDING 234 SALESMEN AND ITS TURNOVER IN 1976 WAS REPORTED TO BE APPROXIMATELY US\$31 MILLION. FIRM ENJOYS A VERY GOOD REPUTATION AMONG LOCAL BUSINESS AND BANKING CIRCLES DUE TO THE POPULARITY OF COCA-COLA. THAI PURE DRINK LTD. IS A MEMBER OF THE ASSOCIATION OF THAI INDUSTRIES AND THAILAND MANAGEMENT ASSOCIATION. LOCAL BANK REPORTS THAT THE FIRM HAS MAINTAINED A SATISFACTORY ACCOUNT SINCE 1959 AND IS ONE OF ITS "GOOD CLIENTS". IT IS CONSIDERED AS AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

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Disposition Approved on Date:
Disposition Case Number: n/a
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Secure: OPEN
Status: NATIVE
Subject: WTD/FTI
TAGS: BEXP, TH
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Type: TE
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